

Attorney Docket No.: 16113-0632001

UNOFFICIAL COMMUNICATION FACSIMILE:**EXAMINER KHANH H. LE****ART UNIT: 3682****UNOFFICIAL FAX NO: (571) 273-6721**

Number of pages including this page 3

Applicant : Koningstein
Serial No. : 10/748,682
Filed : December 31, 2003

Art Unit : 3682
Examiner : Khanh H. Le

Title : System and Method for Delivering Internet Advertisements that Change Between Textual and Graphical Ads on Demand by a User "Morphing Ads"

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

An Applicant Initiated Interview Request Form is attached.

Respectfully submitted,

Date: September 12, 2011

/Michael P. Shepherd/

Michael P. Shepherd
Reg. No. 64,231

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FISH & RICHARDSON P.C.

SUBSTITUTE PTOL-413A (OS-OS)
DOCKET NUMBER: 16113-0632001**Applicant Initiated Interview Request Form**

Application No. : 10/748,682 First Named Applicant: Koningstein

Examiner: Khanh H. Le Art unit: 3682 Status of Application: Published

Tentative Participants:

(1) Mark D. Kirkland - In Person (2) Michael P. Shepherd - By Phone
 (3) Examiner Khan Le (4) _____

Proposed Date of Interview: Wednesday, September 14, 2011 **Proposed Time:** 1:00 EST (PM)**Type of Interview Requested:**(1) Telephonic (2) Personal (3) Video ConferenceExhibit To Be Shown or Demonstrated: YES NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues Rej., Obj., etc.)	Claims/ Fig. #s	Cited Art	Discussed	Agreed	Not Agreed
(1) Section 102	Claim 1	Petropoulos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Section 103	Claim 30	Talegon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 Continuation Sheet Attached**Brief Description of Arguments to be Presented:**Discuss claim 1 with respect to the Petropoulos reference. Discuss claim 30 with respect to the Talegon reference. See attached claims.

An interview was conducted on the above-identified application on _____.

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

/Michael P. Shepherd/

(Applicant/Applicant's Representative Signature)

(Examiner/SPE Signature)

Michael P. Shepherd

Typed/Printed Name of Applicant or Representative

64,231

Registration Number, if applicable

DO NOT ENTER THESE CLAIMS - FOR DISCUSSION ONLY- /KHANH H. LE/

FISH & RICHARDSON P.C.

SUBSTITUTE PTOL-413A (OS-OS)
DOCKET NUMBER: 16113-0632001

1. (Proposed) A computer-implemented method comprising:
generating, at a server, an expandable advertisement comprising:
a compact display format including comprising a control element an associated expansion icon and a presentation of a link to a landing page,
an expanded display format comprising a presentation of the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection when selected, causes displays the one or more associated content items to be presented in the content portion, and a control element that, when selected, causes the expandable advertisement to code that enables a client device to transition between the expanded display format and the compact display format without further request from the server upon a user request;
receiving a request for one or more advertisements related to a subject matter of interest to be presented with content associated with a publisher; and
delivering in a single transmission, from the server to a client device, the expandable advertisement in response to the request for one or more advertisements expanded display format in response to the request to be presented with the content associated with the publisher,
wherein the generating, receiving, and delivering are performed by one or more computers.
30. (Previously Presented) The computer-implemented method of claim 29, wherein the area-based parameter comprises the price parameter value of at least one advertisement that the expanded display format would cover upon the user request.